



DEAR VIVIENNE


METaverse FASHION WEEK
DECENTRALAND [-75,-4]
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Dear Vivienne,


We're writing to express our sincere admiration and appreciation. You inspired generations of designers through fifty years of iconic style and activism.


From the day you opened your first shop "Let it Rock", your designs were acts of rebellion. You were prosecuted in the early 1970s under the UK's (1)  Publications Act. So your response was to design more controversial pieces.



In 1974, you and your partner Malcolm McLaren rebranded your shop as "SEX". You covered its walls with graffiti from the (2)  Manifesto, written by the radical feminist who shot Andy Warhol. You shaped the style of the Sex Pistols, the legendary band managed by McLaren. The media named the movement you styled 'Punk Rock'.

In 1981 you launched your first catwalk show (3)  to define the look of a decade. You said of the time that,
"The '80s will be a technological age for which we need to equip ourselves with a feeling of human warmth from past ages." In doing so, you took your post-punk, romantic style to the mainstream.

For your 1993 collection 'Anglomania' you had the most iconic supermodels of the day walk in your own tartan. You dressed Kate Moss, Naomi Campbell and Linda Evangelista in outrageously feminine designs inspired by Scottish

traditions and eighteenth-century art. So when
(4)  tumbled over in your towering
platform shoes it made headline news around the globe.

In 2007 you received the Outstanding Achievement in
Fashion (5)  award, and began to use your
collections for political change. You were one of
the first designers to ban the use of real fur, then
collaborated with the UN in support of their Ethical
Fashion Initiative. By 2010, activism had become your
main priority and you launched Climate Revolution, your
activist team.

You held your last physical catwalk show in 2019. From
then on, you made your shows entirely digital for
environmental sustainability. You designed a pack of
(6)  cards to campaign for global change, and
continued to collaborate with environmental charities. You
said of your ‘anti-fashion’ philosophy,
“ If we had culture instead of consumption we would not be
in this environmental (7)  ” .

So, dear Vivienne, we salute you. Your creative rebellion
will continue to inspire us in real and digital worlds to
come.

Yours sincerely,

PS - , ress up!


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